
MOTORVISION TV OFF TO A BLITZING START IN ASIA

Channel To Commence Broadcast In Three Asian Territories

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From September the entertaining automotive-themed television channel Motorvision TV, featuring everything related to cars and motoring as well as lifestyle and motor sport, will progressively become available to viewers in Malaysia, Mongolia and Sri Lanka with several more country launches set to be announced in the coming months.

The pay TV platforms that will launch Motorvision TV include: Asia Broadcasting Network - Malaysia, Sky C&C - Mongolia and Sky – Sri Lanka

“In Asia there are over 450 million pay TV subscription homes and more than half of the pay TV subscribers worldwide live in Asia. With pay TV growing strongly in Asia, it is important for Motorvision TV to be present in this dynamic region and through our partnership with MCA the fact that we are able to start broadcasting in three territories is absolutely sensational”, says Raimund Köhler, Managing Director of Motorvision TV.

“Each of these deals underscore the value in a multi channel universe of a clear and differentiated programming proposition like Motorvision TV as well as the popularity of the car and motoring genre. It’s been a few short months since we launched Motorvision TV in Asia and we are seeing a roll-out of launches that have exceeded even our most bullish expectations”, says Gregg Creevey, Managing Director of Multi Channels Asia (MCA).

About Motorvision TV

Motorvision TV is part of the Motorvision Group, one of Europe’s leading creators of automotive-themed television programming. The company can call upon an archive comprising over 20,000 hours of digital content covering a wide variety of aspects of the world of automobility and the archive is constantly growing. The media group is active in television production, television broadcast (German and English), periodical publishing, online platform operation, program archiving as well as program and channel distribution.

About Multi Channels Asia

MCA is Asia’s leading distributor of independent pay TV channels. The company based in Singapore also has offices in Beijing, Los Angeles and Seoul. MCA owns and operates the channels Havoc 247 and Outdoor Channel Asia and represents among others Bloomberg Television, ITV Granada, KidsCo, Motorvision TV, NDTV 24, NDTV Profit, NDTV Good Times and NDTV India.

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